

# Domain 2 Lesson Plan

Domain 2 - Marketing and Sales [approximately 3 hours of videos, labs, and projects]				
Lesson	Lesson Topic and Subtopics	Objectives	Exercise Labs	Workbook Projects and Files
<b>Pre-Assessment</b> Assessment time - 00:30:00	Marketing and Sales: Pre-Assessment			
<b>Lesson 1</b> Video time - 00:07:51 Exercise Lab time - 00:08:00 Workbook time - 00:10:00	<b>Market Research</b> Target Market, Value Proposition, and Pricing Primary and Secondary Data Evaluate Competition SWOT Analysis	2.1 Interpret market research 2.1.1 Define target market, value proposition, and pricing 2.1.2 Distinguish between primary and secondary data 2.1.3 Evaluate competition 2.1.4 Complete a SWOT analysis	Understanding Competition Types Understanding SWOT Analysis Elements	Market Research – pg. 23 N/A Evaluating Competition – pg. 24 N/A
<b>Lesson 2</b> Video time - 00:14:46 Exercise Lab time - 00:12:00 Workbook time - 00:25:00	<b>Aspects of Marketing Processes Part 1</b> Marketing Platforms and Marketing Methods Market Reactions and Sales Data Customer Acquisition and Retention Costs Elements of a Marketing Plan	2.2 Analyze aspects of marketing processes 2.2.1 Identify marketing platforms 2.2.2 Apply marketing methods 2.2.3 Analyze market reactions and sales data 2.2.4 Analyze customer acquisition costs and retention costs 2.2.5 Identify elements of a marketing plan	Data Types Filtering Products Elements of Marketing Plans	Marketing Platforms – pg. 27 N/A Market Segments – pg. 28 N/A Customer Acquisition Costs -- pg. 29 N/A Customer Retention Costs – pg. 30 N/A Elements of a Marketing Plan – pg. 31 N/A
<b>Lesson 3</b> Video time - 00:05:24 Exercise Lab time - 00:04:00 Workbook time - 00:05:00	<b>Sales Channel Strategies</b> Elements of a Sales Process Key Characteristics of Sales Channels Role of Customer Service and Sales Strategies	2.3 Identify sales channel strategies 2.3.1 Identify elements of a sales process 2.3.2 Identify key characteristics of digital and physical sales channels 2.3.3 Define various types of sales channels 2.3.4 Identify the role of customer service and support in sales strategies	Sales Process	Sales Process – pg. 34 N/A Sales Channels– pg. 35 N/A
<b>Post-Assessment</b> Assessment time - 01:00:00	Marketing and Sales: Post-Assessment			